

SUPPLIER BUSINESS



BRIEFS

PURSELL NAMES FAIRLY, PROMOTES HIGGINS

SYLACAUGA, Ala. — Pursell Technologies Inc. (PTI) has added Erle Fairly as director of Pursell Farms Tours and has promoted Dr. Jeff Higgins to executive director of business development. Fairly will handle all aspects of Pursell's PTI Tour, which brings in more than 1,000 golf course superintendents annually to tour Pursell Farms, a 3,000-acre education and recreation facility created to showcase the company's technology and product performance. Higgins, who was formerly in charge of the PTI Tour, will now work with other PTI staff in identifying new market opportunities and direct all research at FarmLinks, the 18-hole demonstration golf course at Pursell Farms.

FINN ADDS GRADY OUT WEST

CINCINNATI, Ohio — FINN Corp. has strengthened its sales and support staff in California and Nevada with the appointment of Mark Grady as manager of the northern California and northern Nevada territory. Grady will be responsible for direct sales for the entire line of FINN products in addition to providing support for the area's dealer network and end-users.

TRAPMASTER APPOINTS GROSCH

WRENS, Ga. — Terry Grosch has been appointed director of marketing for erosion-control fabric manufacturer TrapMaster. Grosch has worked in the golf industry for 30 years as a director of golf and golf professional and played a pivotal role in the development of the company's patent-pending bunker erosion-control product.

USG REVAMPS WEB SITE

CHICAGO — United States Gypsum Co. (USG) has updated its Web site (www.gypsumsolutions.com) to provide more comprehensive content and an enhanced interactive experience to its customers. The site offers new product highlights, market updates and applications and product usage sections.

Golftech develops greens usability mapping system

By ANDREW OVERBECK

CANTON, Ohio — Golftech has developed a greens analysis mapping system that helps courses determine the usability of their putting surfaces. The high-tech maps use GPS and robotic technology to quantify the relationship between slope and speed on a given green. The process identifies what percentage of the green can be used for hole locations.

The system, which has been evaluated by the USGA and used by several courses including Oakmont (Pa.) Country Club and Baltimore (Md.) Country Club, is particularly useful for helping older courses with contoured greens deal with increased green speeds.

"This is high-tech meets hole locations," said Golftech principal Steve Hatfield. "Courses can find more hole locations and then

we give them a map that shows hole locations as a percentage of greens area."

The accurate maps are a result of Golftech's wheeled robotic total station, which collects data every foot.

"At the second hole at Oakmont, we found that less than two percent of the green was pinable," said Hatfield. "Once the USGA takes away the 12-foot inside perimeter on a green, they have less than one-half of a percent of the green that is usable for

hole locations. They have three options: play it and deal with the consequences, renovate the green or slow it down."

While no action was taken as a result of the test at Oakmont, the technology has been embraced at



Golftech's system uses GPS and robotic technology to create slope zone analysis maps.

Baltimore CC, where architect Keith Foster and builder McDonald and Sons used it to scale back slopes on three greens without altering their original character.

"We had three greens that had

severe slopes where we didn't have any pin spots," said superintendent Tim Kennelly about the 1926 A.W. Tillinghast-designed layout. "We had 9,000 square-foot greens that only had

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JustAir enters subsurface aeration fray

By ANDREW OVERBECK

ST. LOUIS, Mo. — After eight years working in the subsurface aeration installation business, Paul Tabor and Bill Fishburne have started JustAir, a division of Subsurface Technologies, based here. Both previously worked for the former Sub Air Inc., which has since been bought by a group of investors and renamed SubAir Systems (GCN, Jan. 2003).

"We started JustAir last year in the sports field market and in the past six months we have gotten into golf," said Fishburne.

With their combined field knowledge the pair has "built a better mousetrap" according to Fishburne.

"We have stainless steel vaults that are welded and are waterproof, we have redesigned the directional valving to be more efficient and achieve higher pressures and air volumes and we have stainless steel air and water separators that

Continued on next page

Greenside Injection unit customizes applications

By ANDREW OVERBECK

GLASTONBURY, Conn. — BioSafe Systems has developed a Greenside Injection unit to provide economical and convenient chemical injection for problem greens. The system was developed as a device to supply Zeritol to keep greens clean of algae, bacterial and fungal disease, but can also be used to distribute other products labeled for chemigation.

"Everyone has a green that does not respond to their program, this allows superintendents to zero in on the needs of a problematic green," said John

Wynne, BioSafe's director of sales for the turf division. "Whether its algae, anthracnose or LDS, this



BioSafe's Greenside Injection system customizes applications.

unit gives them the ability to provide parts of a specialized program for that one micro-environment."

The below-ground unit is installed in an enclosed box that connects to existing irrigation piping. A control valve and Mazzei injector allows for scheduled and regulated applications that can be controlled through computerized irrigation systems.

"This is direct injection into the greenside loop and you can time the application at the front or the back end of the irrigation cycle," Wynne said.

The first prototype went in last year at Glastonbury Country Club here and another is being installed

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Eastman adds new hover model, wheeled mowers

By ANDREW OVERBECK

PORTLAND, Maine. — Eastman Industries has expanded on its Hover Mower product line and made its first entry into the wheeled mower category with two new models.

The company has been a strong player the floating mower market since being bought in 1999 by local businessman and former nuclear engineer Nicholas Nikazmerad. At that time, the company was known as Grass Craft, but Nikazmerad re-engineered the mowers and

changed the name to Hover Mower.

"We started from new," said Nikazmerad. "We redesigned the deck and impeller. About the only thing we didn't modify was the engine mount."

There are now three Hover Mower models, the newest being the model HM 19H4 that features a 5.5-hp 4-cycle Honda engine and a 19-inch deck.

"This engine was specifically engineered for

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JustAir jumps into market

Continued from previous page

are easier to install and less prone to damage," he said.

Additionally, the firm has also added a switch valve to allow vault units to be shared by two different greens that are close together and introduced climate-control components that can help control rootzone temperatures.

Fishburne said the new company will grow slowly so it can concentrate on customer service and quality installation.

"We want to stay small and not expand

too quickly," he said. "My emphasis has always been more hands-on with installations to make sure they are done properly and correctly."

One of JustAir's first golf course jobs was at Colonial Country Club in Fort Worth, Texas, last fall.

"We put an electric in-ground unit on the first green that we use to evacuate water out of the green profile after heavy rains or when we flush greens heavy to get sodium through the profile," said superintendent Jeff Elliot.

Although Elliot said he had not used the system to its full extent this season, he did

use it through the winter to remove frost from the green because it is the most shaded one on the course.

"We are still in the experimental stage with it, we have an existing manual system on all the greens," he said. "We are looking for something to help carry the rootzone and the bentgrass through the summer. We already have fans on all the greens and we are looking for another tool to keep the greens alive."

Darby Colen at Chenal Country Club in Little Rock, Ark., also brought in JustAir. At Chenal CC, JustAir is retrofitting an existing SubAir Inc. system that was get-

ting water in the vaults.

"They were put in places that were too low and would get water into them," said Colen. "JustAir is retrofitting them with stainless steel vaults."

For now, JustAir is focusing on the Southeast, Texas and southern Calif., and Arizona markets.

"We see a market throughout the United States," said Fishburne. "Initially subsurface aeration was targeted toward bentgrass greens, but it can control rootzone health in any type of green. The units can help the plant and enhance a course's operation."

Pricing for the JustAir units run from \$8,000 for the portable unit, to \$15,000 for the in ground unit, to nearly \$20,000 for an in-ground unit with climate control. ■

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New Eastman mowers

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the hover mower application," Nikazmerad said. "This is the maximum power you can get and it is designed to be used in continuous operation on 45-degree slopes."

The other models in the Hover Mower line are the HM 19S2, which has a 3.8-hp 2-cycle Suzuki engine, and a 19-inch deck and the HM 16R2, which has a 2-hp 2-cycle Robin engine and a 16-inch deck. All of the mowers feature high-density polyethylene decks and half-inch to three-inch cutting heights. An optional four-inch lift kit is available. Prices range from \$699 for the Robin model to \$849 for the Honda model. While the Suzuki engine will be going out of production, Nikazmerad is hopeful that a 2.5- to 3-hp engine will take its place.



Eastman has rolled out its first wheeled mower

Nikazmerad is also taking the company in a direction it has never been before — wheeled mowers. This year Eastman introduced two new commercial mowers with 20-inch decks and a choice between a 6-hp 4-cycle Kawasaki engine and a 5-hp 4-cycle Honda engine.

"Golf courses have two choices when it comes to buying a mower to use around the clubhouse or other areas," said Nikazmerad. "They can either buy a \$900 to \$1,000 mower, or buy a \$300 disposable mower from Home Depot. We wanted to make a sturdy commercial mower that can take the abuse, but that bridges the gap and doesn't cost an arm and a leg." The mowers will retail for \$650 and \$700, respectively, and have a two-year commercial warranty.

Nikazmerad plans to continue to add products to the Eastman lineup and said commercial wheeled mowers will just be the beginning of the firm's expansion beyond the Hover Mower into other niche markets. ■

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